



# INCREASING BASKET SIZE AND CUSTOMER LOYALTY THROUGH DIGITALLY ENHANCED SUPPORT SERVICES



## About the Client

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The client is a 150+year-old clothing and accessories retailer headquartered in the UK. Their main brand is footwear, and they have a global presence with over 1,400 branded stores and franchisee operations.

## The Client Challenge

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The client's global customer base made providing support a challenging one. The client wanted to increase revenue margins, create a priority channel for high-value privileged customers, address issues relating to peak volume and seasonal spikes. The pandemic put brakes on physical retail experiences and brought attention to online mediums. The sudden shift only added to the challenges faced by the client as they had to continue a "business-as-usual approach" and remain customer-centric.

# Movate solution

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Movate's team provided the following scope of work:

- 24/7 support across sales, order management, customer support, billing, returns, and refunds
- Support in English through voice, email and chat
- An escalation and customer complaint team to address buyers' concerns and returns
- Support and cost optimization
- Revenue improvement

Movate implemented its **CX Transformation Platform - Movate Edison** that brought in 24/7 support management framework that considered handling all requests from different functions such as sales, customer support, billing, returns, and refunds with predictive escalation across chat voice, and email. With many customers opting for a digital channel to fulfill their buying needs, an escalation and complaint team was set up to reduce the number of incidents and to quickly resolve issues especially in the area of returns.

Customer personas helped the support team in understanding and classifying customers according to their previous buying history, preferences, and online spend. A persona is a qualitative attribute that can be used to build a category of similar customers. The team implemented **Smart Priority Routing** to identify premium, high-value customers from normal customers and offered personalised assistance based on the personas created. Normal customers were directed to low, self-help automated channels that offered resolutions.

Physical store experiences create a one-to-one connection but, online experiences differ as the volume of transactions increases exponentially. To ensure customers can place orders, Movate provided an automated order tracking system that also handled product returns. The tracking system identified and handled premium customers providing them personalised assistance with their orders and returns. It also sent out promotional material, discounts, and best value deals periodically to sustain the momentum and customer connect.

The pandemic-led lockdowns affected physical store experiences and triggered a massive exodus to online channels. The accelerated response to online mediums created bottlenecks for most retailers as they could not scale operations to continue.

By using actionable insights from data, **Movate's EDISON** platform makes sense of every interaction and intelligently makes use of support frameworks to resolve customer pain points in the most efficient manner. The result is faster resolutions and happy customers.

# Business benefits

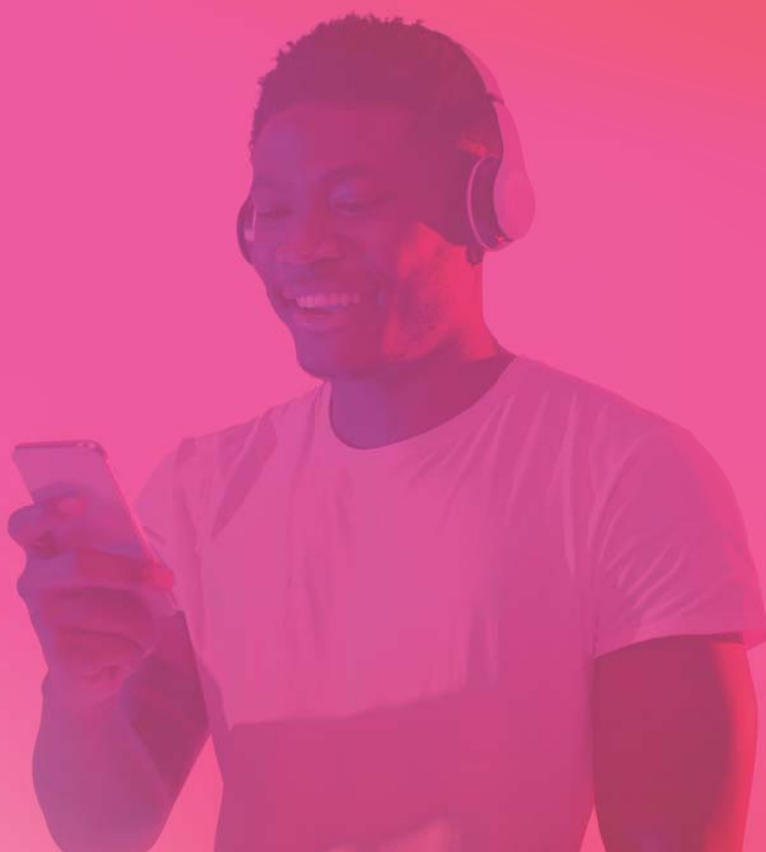
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- Improved customer loyalty and increased basket size by 1.25X
- 40% diversion of volume to digitally enabled self-help channels during peak hours
- Reduced TCO with headcount reduction for peak by 25% with volume deflection and handle time reduction
- 70% lower tracking contact/queries
- Improved CSAT by 11% with 6% improvement in high-value customers and 14% in general customer base

# About Movate

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Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and a relentless focus on driving client outcomes. Recognized as one of the most awarded and analyst-accredited companies in its revenue range, Movate helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its world-class talent of over 11,700+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages.



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